



GOLF

YOUR LIFE,
WELL PLAYED

Who We Are

We educate and inspire an audience of influential, avid golfers across our channels. Through an increased emphasis on service and lifestyle – content designed to help our audience play better and have more fun as golfers - we've become the most widely viewed brand in golf.



Who We Are

8AM Golf: Our Family Of Brands

Led by Howard Milstein — entrepreneur, innovator and chairman/CEO of New York Private Bank & Trust and Emigrant Bank — 8AM Golf is investing heavily in golfers.

GOLF

Golf's most visited digital property and most read publication



TRUE SPEC GOLF

More than 35,000 golfers custom fit for clubs at more than 15 worldwide locations



Online retailer for the most premium, aftermarket shafts and other clubs

MIURA

Creator of hand-forged Japanese golf clubs



More than 425 courses in 45 countries across six continents

GolfLogix

Most downloaded golf GPS app with 5M+ users

Chirp

An unrivaled second screen, fantasy golf experience



GOLF Platforms

GOLF Platforms

Our Platforms

We reach millions of avid golfers and fans of the game across GOLF's many channels.



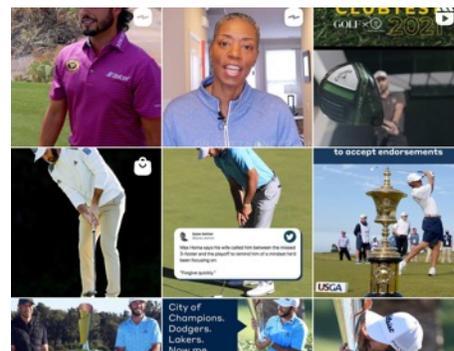
GOLF.COM

EMAIL



GOLF MAGAZINE

PODCAST



SOCIAL

PRO SHOP



GOLF.COM

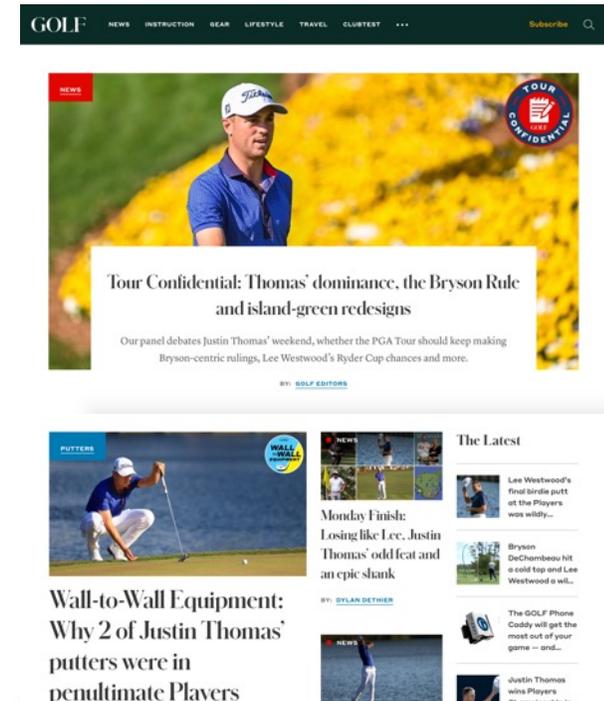


GOLF Platforms

#1 Site in Golf

GOLF.com reaches the largest audience in golf. We've grown through a focus on the lifestyle around the game, not just news and tour coverage.

- Monthly Visitors: Over 7.2M (+27% YoY)
- 25% YoY increase in editorial output, including
- 30% YoY increase in traffic dedicated to service and lifestyle content



GOLF MAGAZINE



GOLF Platforms

The Standard for Premium Publications

Our goal is not just to help readers get better and find more enjoyment in the game — but to inspire, encourage, educate, and entertain them along the way.

- Ratebase: 1,200,000 (reaching 3+ readers per copy)
- 5.2:1 Edit to Ad Ratio (+37% YoY)
- Premium Quality
 - Cover stock: **90% heavier** than Golf Digest
 - Internal stock: **66% heavier** than Golf Digest



SOCIAL



GOLF Platforms

Trending in Golf

Our dedicated social team offers industry-leading coverage of breaking stories in golf, tour coverage and engaging content for over **1.35M followers** across GOLF.com social channels.

- Social Following: 1.4 M
(+400K vs. start of 2020)
 - IG: 495K+
 - FB: 525K+
 - TW: 385K+
- +42% YoY Engagements/post across all platforms



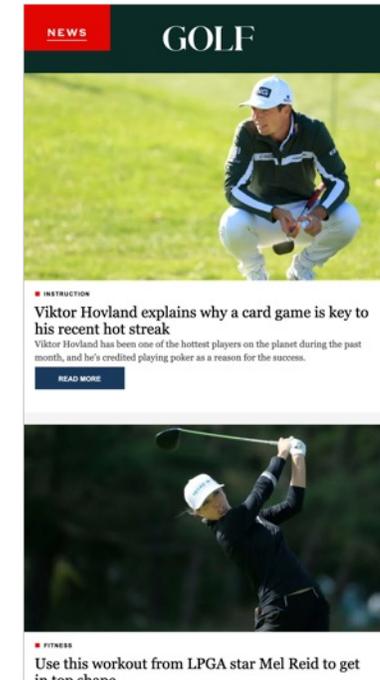
EMAIL

GOLF Platforms

Owning the Inbox

GOLF has built an ever-growing database with the help of proprietary data from our 8AM partners to better target a engaged group of more than 1,500,000 avid, affluent golfers.

- GOLF sends daily 'Top Stories' and bi-weekly 'Pro Shop' that drive over **600,000 monthly users** to GOLF.com traffic to the site
- **+56% YoY** growth in GOLF's Email Database
- **+14% YoY** increase in open rate for GOLF newsletters



PODCAST



GOLF Platforms

The Voices of the Game

GOLF.com has a variety of podcast opportunities with cross-platform extensions to each separating them from the traditional podcast lens.



GOLF's Subpar

High-profile interviews ranging from retired tour player Colt Knost and golf personality Drew Stoltz



Fully Equipped

Golf's latest tech advancements, gear trends and the innovators as told from GOLF and True Spec's top gear experts



Off Course

Claude Harmon III picks the brains of players in the world and personalities from all walks of life about golf and what it takes to be great.



The Drop Zone

Premium episodes that emphasize storytelling and investigating unknown corners of golf

PRO SHOP

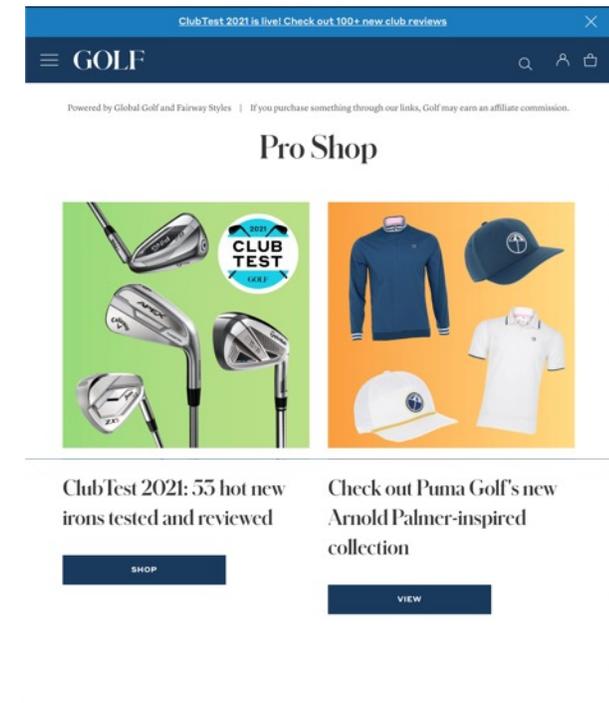


GOLF Platforms

Seamlessly Blending Content and Commerce

Launched in June 2020, the GOLF.com Pro Shop has grown tremendously since launch, achieving steady month-over-month growth due to consistent strategic optimization.

- **Over \$2.5M** spent on GOLF.com in 2021
- **214% YoY** growth in orders
- **98% Spike** in orders during GOLF collection releases
- Limited edition products created with GOLF





Who we Reach

The GOLF Footprint

The GOLF audience continues to grow, engaging millions of golfers across all platforms.

Who We Reach

GOLF MAGAZINE	Up to 4.5M Monthly Readers		1.2MM Ratebase	
GOLF.COM	7.2MM Average monthly unique visitors 9.6m UVs in May 2021 – all-time monthly record		150MM+ Sessions in 2021 (+35MM YoY)	
EDITORIAL NEWSLETTERS	1.5MM Total subscribers across News, Instruction, Gear & Travel		GOLF's email database has grown more than 100% YoY	
ORGANIC SOCIAL	1.4MM Fans and followers		+400K Follower growth vs. 2020	+74% IG Engagements YoY
PODCAST	<i>Subpar</i> 50K Listens per episode	<i>Fully Equipped</i> 12K Listens per episode	<i>Off Course</i> 10K Listens per episode	<i>Drop Zone</i> 6.5K Listens per episode

Who We Reach

GOLF.com

Your Life, Well Played

GOLF.com engages **up to 9M** golfers and fans of the game in peak months. We've grown through a focus on the service and lifestyle around the game, not just news and tour coverage.



*Sources: ComScore Jan - Oct 2021; Google Analytics; Sprout Social

Who We Reach

The GOLF Consumer

GOLF.com and GOLF Magazine reach driven, adaptable and influential individuals with a passions for the game across the largest digital and print platforms in golf.



Highly Educated and Successful

- Digital: HHI \$100K+ (138 index); Earned Bachelor's Degree at minimum (70%)
- Print: High-net worth individuals with at least \$250K+ in investments (282 index) and median income of \$150K



Career-Oriented, Business Leader

- Digital: Executive or managerial positions at work (182 index), usually with power to make business decisions (144 index)
- Print: Executive or managerial positions at work (200 index)



Well-Traveled, Luxury Seekers

- Digital: Likely to buy a luxury car (144 index) Well-traveled, more than 3 vacations in a 12-month span (150 index)
- Print: Golf on vacation (623 index)



Products & Capabilities

Products & Capabilities

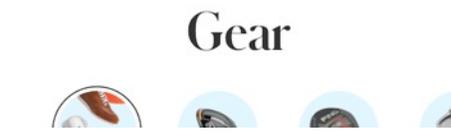
Products & Capabilities

GOLF.com offers a variety of products designed to achieve every KPI in the most efficient way possible.



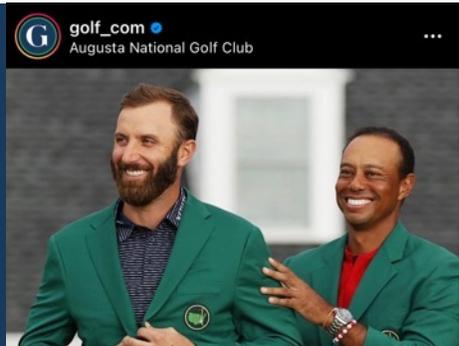
HIGH
IMPACT
MEDIA

EMAIL



AUDIENCE
TARGETING

SOCIAL



CREATIVE
SERVICES

PODCAST



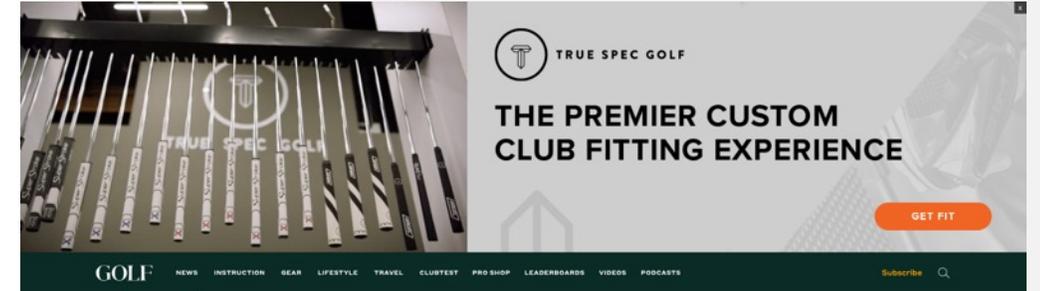
Products & Capabilities

Dynamic, Flexible Creative

GOLF.com will work with your brand to turn regular banners into a big, bold, beautiful experience for users. These high impact flex ad units will run across GOLF.com alongside your brand's standard ad creative to efficiently reach the largest audience in golf.

High-Impact Display/Pre-Roll:

- Fully built flex ads ([4:1](#) and [10:1](#)) that can run within any ad-served placement on GOLF.com (except for pre-roll)
- Additional Ad-Units – 970x250, 300x600, 300x250, 320x50
- Targeting available upon request pending inventory availability (see slide 11 for details)



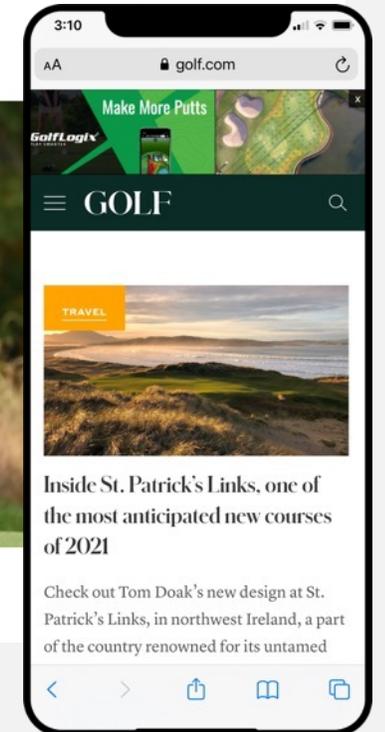
How to hit the ball higher: 6 tips to make your ball soar

BY: KELLIE STENZEL, TOP 100 TEACHER | MARCH 16, 2021



they, but it's easier said than done.

There is a true art to hitting high, beautiful golf shots. It's one of the most aesthetically pleasing shots to watch, and one that

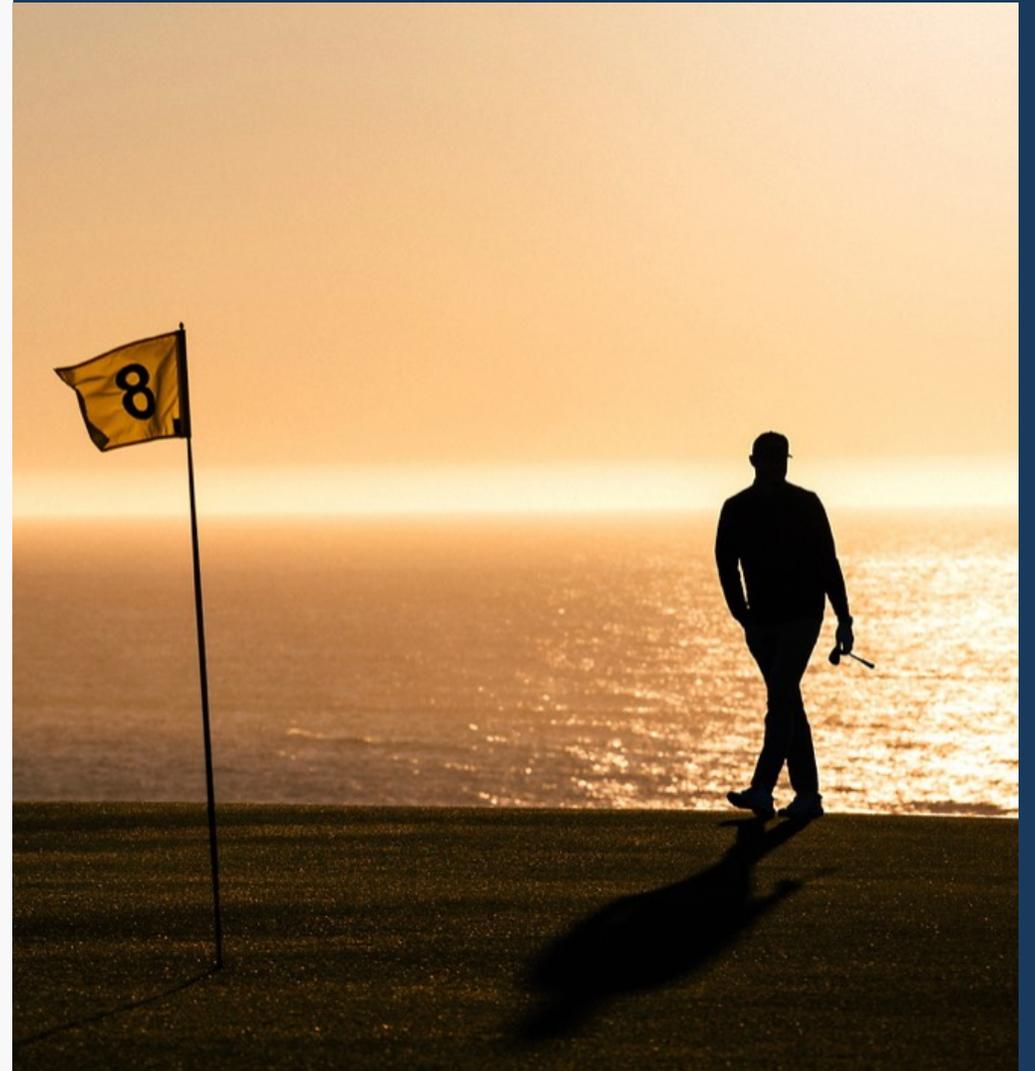


CTR on Flex Ads is nearly **4x higher** than average banner CTR on GOLF.com

Audience Targeting: Golf Segments

GOLF.com can help our partners pinpoint its target audience among the largest digital audience in golf. This opportunity includes the ability to identify the following users:

- **GOLF/8AM Segments:** Audience interest targeting opportunities on GOLF.com, including:
 - Luxury, tech, finance, gear heads, C-Suite/BDMs, Tour Junkies, Improvers (Instruction)
 - Club Fitting audience, High-end equipment audience, data-driven audience
- **Social Segments:** Audience targets available through GOLF's social platforms, including:
 - Golf interests, top 10% zip codes ranked by average HHI, location, industry, behaviors, interests, product affinity, etc.
- **Content Segments:** Types of content available for specific alignment, including:
 - Travel, Gear, News & Instruction



Products & Capabilities

Creative Services

GOLF brings the creativity, resources and relationships needed to develop content and experiences around the game, delivering campaigns built on creative development, collaboration, and careful execution for our partners.



Our Services

Strategy: content & distribution, social, media plans, talent, scale, events & experiences

Creative: planning, development, casting, direction, production & editing, licensing

Research: reporting & optimization, sampling & focus groups, brand lift studies, audience development



The Output

Content: branded content, editorial integration, ad creative, custom graphics, social-specific, advertorial

Social: branded posts, audience targeting, live content, giveaways

Experiences: Top 100 Resorts/Courses, Top 100 Instructors, True Spec Golf

Distribution: across GOLF's channels targeted to a distinct, influential audience



The Roadmap

- Goals & Objectives
- Content Distribution & Strategy
- Insights & Best Practices
- Branding / Integration
- Talent Identification
- Ideate & Brainstorm
- Manage Execution
- Campaign Reporting
- Review & Refine
- Repeat!

Products & Capabilities

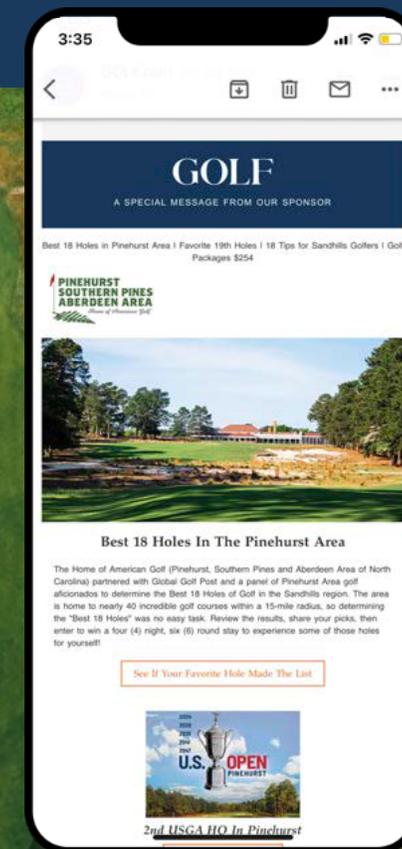
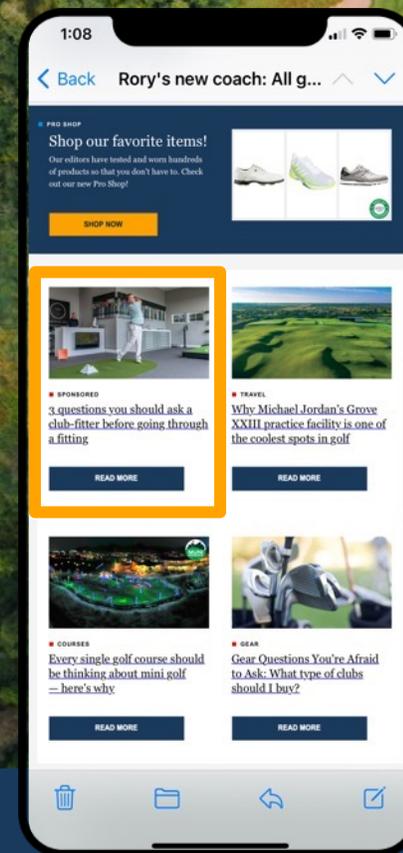
Owning the Inbox

GOLF has built an ever-growing database of more than **1,500,000 engaged, avid golfers**. Our access to GolfLogix and True Spec Golf's audience combined with our premium targeting capabilities can allow your brand to directly communicate with a wide variety of golfers and fans alike via email & newsletter.

Opportunities includes:

- **Dedicated eblasts:** Completely customizable emails that can be target to reach GOLF + GLX subscribers by region, HHI, handicap & more
- **Newsletter integration:** Guaranteed placement of sponsored content or provided URLs into GOLF's daily "Top Stories" and/or biweekly "Pro Shop" editorial newsletters

CUSTOM
DEDICATED EMAIL

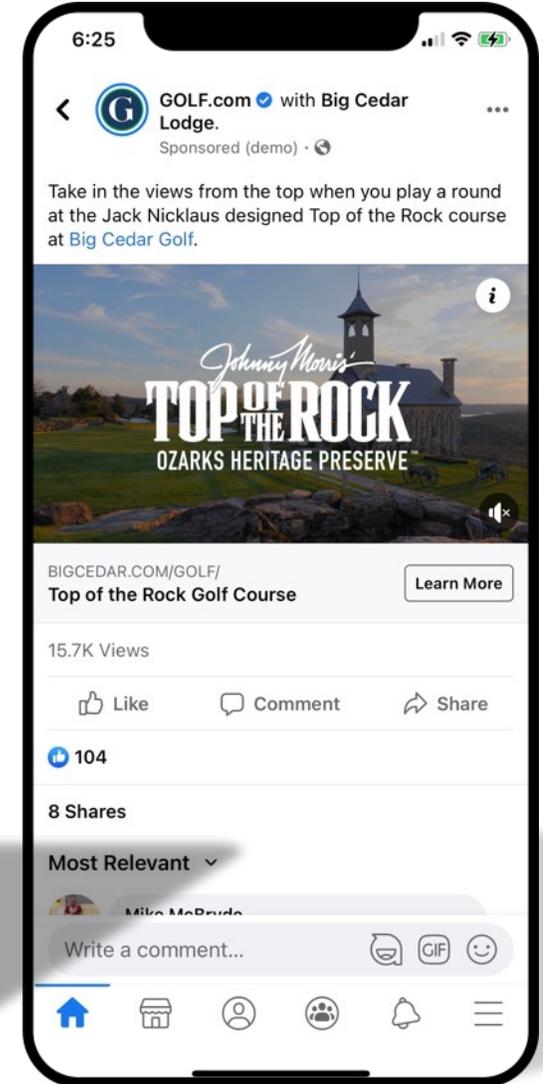


EDITORIAL NL

Products & Capabilities

Guaranteed Social Engagement

GOLF can leverage its social footprint to target specific users with posts co-designed with our partners. Each unique social ad – which can distribute your brand’s content and/or messaging – will be built to achieve guaranteed engagement from a target audience. GOLF can transact on dark posts via the following KPIs: impressions, leads, video views, engagements or link clicks.



GOLF's Audio Network

The GOLF Audio Network has doubled the number of shows and increased weekly downloads more than 10X YoY. Our podcasts feature industry experts, interviews of top golfers & celebrities around the world, and stories that you can only hear from inside the ropes. Here's how your brand can get involved:

- "Official sponsor" of studio which includes branding and brand collateral built into studio set up
- Integration into all visual content created from podcast studios
- Product integration on set
- Integration into all social promotion of podcast and podcast studio, including weekly video teaser segments
- Customized, sponsored segments within podcast episodes
- In-episode live ad reads

